

Champagne Jayne led a masterclass with a twist, involving a live tasting and a Twitter feed. Laura Heywood reports

Photography: Rob Lawson



TWASTE UP

Charting Champagne Jayne's masterclass on Twitter

@Gourmantic

First impression of Moët 2002, light on the palate, fresh, some acidity & citrus finish #CJCS12 #ChampagneSummit

@xCharlieAngelx (Lady Sloane)

So @Frenchbubbles agrees with @champagnejayne that #Champagne should not be used in cocktails #ChampagneSummit #CJCS12

@winechick_uk

Tarlant Brut Zero, nose intense and far more ripe than anticipated #CJCS12

@GrowerChampagne (Ken Davey)

#CJCS12 I think the first grower Champagne is holding its own so far!

@RamonaRightNow (Ramona Ponce)

#CJCS12 #ChampagneSummit Moët 2002 From NYC noted long-lasting floral caramel on the nose, grapefruit then caramel palate. Perfect balance.

@xCharlieAngelx (Lady Sloane)

So there is some disagreement between the Tarlant Brut and Laurent-Perrier Ultra Brut over quality and taste! #ChampagneSummit #CJCS12

@Wine_Peachie (Claire Leech)

#CJCS12 opposite ends of scale but love depth of Taittinger Comtes Blanc de Blancs 2000 & freshness of Laurent-Perrier Ultra Brut

@Sophie_McLean

Champagne de Castelnau 2000 against Moët & Chandon 2002 up next... Fan Of the Castelnau, old-school Moët label style very clever. #CJCS12

@HarpersWine

#CJCS12 When you're drinking a glass of Champagne "you've got an orchestra flavouring your mouth". Nicely put @champagnejayne!

@BroDomPerignon

@champagnejayne I see large open glasses there in London at your #CJCS12 tasting - MUCH better than flutes for that, right? #ChampagneSummit

@HarpersWine

Do 10 mins social media a day, and time some blogs/commentary to go up, tweet on the go says @champagnejayne #CJCS12 #ChampagneSummit

@kwaichi

#CJCS12 the Champagne de Castelnau 2000 and the Moët & Chandon 2002 are pretty good. Nice mellow texture

@winechick_uk

Pommery Cuvée Louise Millesime 1999, elegant and delicate, but with great concentration #CJCS12

@edo_au

The Moët & Chandon 2002 Grand Vintage was a round-the-tasting-table delight here in NYC #CJCS12

@ChampagneDiet

My fave was def the 2002 Moët Grand Vintage.

Global reaction

More than 42,000 pairs of eyes from across the globe were on Harpers' Champagne Summit last week, as the one-woman whirlwind that is Jayne Powell - aka Champagne Jayne - hosted a live, interactive wine tasting on Twitter.

Billed as "a sparkling social media twaste up", Champagne enthusiasts worldwide were united in a virtual appreciation of all things fizzy. Or as one tweeter put it: "Bubbles bond us across the Atlantic."

The international masterclass featured tastings of seven Champagnes, from artisan grower styles to prestige cuvées (see box). A hand-picked group of Champagne aficionados, journalists and bloggers met in real life in New York City's Flute Bar the evening before the summit to pre-taste the range of Champagne styles that Powell was presenting, and during the live masterclass tweeters from Australia came together in Sydney to take part.

Throughout the event participants posted comments on Twitter under the hashtags #CJCS12 and official hashtag #ChampagneSummit, creating a live stream of global commentary from France, Australia, the US and even South America. At the end of the summit, the #CJCS12 hashtag for her tasting had attracted more than 350 comments.

Powell said: "My basic principle for any Champagne class is that it should be a sensory journey showcasing the diversity of Champagne, and be both accessible and aspirational - so it entertains the experts and engages the beginners at same time.

"This is why I wanted to showcase some growers next to the big names and move from blanc de blancs to zero dosage to vintage styles." ■



THE WINE LIST

- Philippe Gonet Le Roy Soleil Blanc de Blancs Grand Cru (rrp £29.50)
- Taittinger Comtes de Champagne Blanc de Blancs 2000 (trade £91.88; rrp £147)
- Tarlant Brut Zero
- Laurent-Perrier Ultra Brut (rrp £44.99)
- Champagne de Castelnau Vintage 2000 (trade £24.71; rrp £30.99)
- Moët & Chandon Vintage 2002 (trade £42.99)
- Pommery Cuvée Louise Millésime 1999 (trade £73.95)